



**smath: Smart atmospheres
of social and financial innovation
for innovative clustering
of creative industries in MED area**

Del. 2.3.3 | Newsletter

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the veneto creative nest

The Veneto Region Nest, one of the 7 Creative Nests created in 6 countries as parts of the SMATH project, reflects the cultural and industrial richness, variety and complexity of its territory. It is socio-culturally coherent with the region it represents, being mostly comprised of small and medium companies (SMEs) but including some large local and multi-national enterprises as well. Artists cover the full spectrum either in terms of preferred artistic method or of track records. It is a balanced mix, from up-and-coming young duos to internationally recognized artists.

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let's meet the projects!

Data Fountain D20 & Electrolux



The project proposed for the company Electrolux by the digital art collective D20 Art Lab imagines a co-design and co-production process of data-art and shared spaces; places and occasions where technology and data can be transformed into an enjoyable and "natural" experience.

d20artlab.com
@D20artlab

Mine Koike & Contarina



In a sort of reversed perspective, Japanese artist Kensuke Koike envisioned and suggested to Contarina, a publicly-owned waste and environmental services company from the province of Treviso, a symbolic representation of the recycle process to be built and shared right in the middle of the city.

kensukekoike.com
contarina.it
@kensukekoike

Sugamara Sala-Ballerini & Verlata



The project revolves around social farm Don Manfrin, who aims to be a social, cultural and environmental hub for its territory. The artists' proposal is to have people inside and outside the farm involved in sensory and acoustic education workshops whose outcome will be an artistic blend of video art and soundscaping.

alessioballerini.com
verlata.it
facebook.com/simona.sala.35

Rising modeling baking Volcic & Pane Quotidiano



The project between Slovenian visual artist and photographer Špela Volcic and social enterprise Pane Quotidiano, born out of the need "to innovate our communicative approach, by increasing our awareness about the values and the work that stand behind what we do", aims to create involvement and reflection through the eyes of art.

spelavolcic.net
villaggiososvigenza.it

Terraglio. Museo dell'accumulo Studio Tonnato & F/Art



The project between artistic duo Studio Tonnato and neon transformers-manufacturer F/Art revolves around a re-imagining of the industrial tradition. "One of the things we are most interested in is building projects around neon lamps because we love creating a temporary reality. We also enjoy suggesting new possible perspectives toward a highly symbolic place, creating dissonance between what it used to be and what it could be and in the process, making the place special and recognizable".

studiotonnato.bigcartel.com
fart-neon.com
@studiotonnato

Tracciante Teoria & Preda & GV3 Venpa



Sustainability and technological innovation are key topics in the project realized by the artistic duo Teoria & Preda in synergy with the company GV3 Venpa. The company has been very committed in lowering its environmental impact and the duo has been on a similar trajectory of building self-awareness about the possible negative by-products of making art. From this reasoning, "Tracciante" was born, an artistic work to be intended as an instrument to unearth what's below the surface and make it visible.

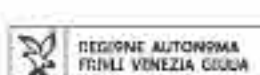
teoriaepreda.com
www.gv3.it

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το ελληνικό creative nest

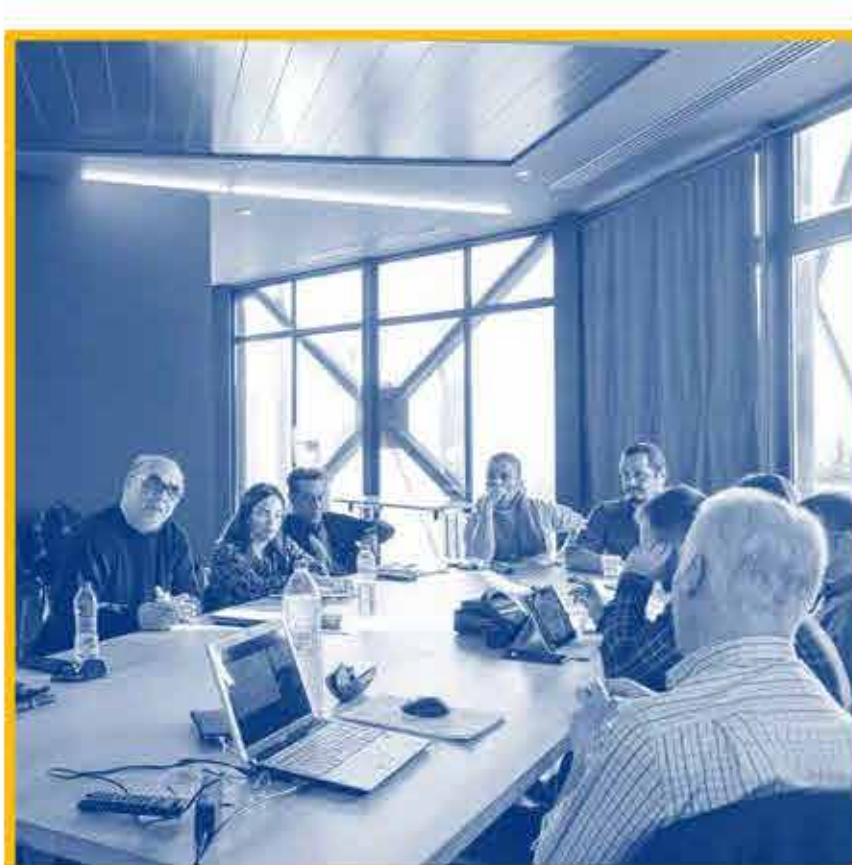
Το ελληνικό Creative Nest, ένα από τα επτά Creative Nests που έχουν δημιουργηθεί σε έξι χώρες στο πλαίσιο του ευρωπαϊκού έργου SMATH, αποτελείται από 14 ομάδες, 14 καινοτόμες ιδέες, start-ups και επιχειρήσεις που δραστηριοποιούνται στους χώρους των Δημιουργικών & Πολιτιστικών Βιομηχανιών (CCIs).

Μέσα από ένα 3μηνο πρόγραμμα Επιχειρηματικού Επιταχυντή που παρέχει το INNOVATHENS powered by Samsung, οι ομάδες αυτές, καλλιτέχνες, επιχειρηματίες και επαγγελματίες εξελίσσουν καθημερινά τις ιδέες τους, αλληλεπιδρούν, συνεργάζονται, ανταλλάσσουν απόψεις και καλές πρακτικές, μέσα από workshops, σεμινάρια, working labs, επισκέψεις σε χώρους πολιτισμού, και σχεδιάζουν μαζί νέα projects, προϊόντα και υπηρεσίες.

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Script-up



Ένα social network που δίνει τη δυνατότητα στους σεναριογράφους απ' όλο τον κόσμο να διαφημίσουν το σενάριό τους για ταινίες, σειρές, θεατρικές παραστάσεις, βιβλία και βιντεοπαιχνίδια περιληπτικά μπροστά στο κοινό και σε παραγωγούς.

Creators
of Cosmos
S.M.P.C.



Η πρώτη ελληνική εταιρία που σχεδιάζει και παράγει σενάρια για Παιχνίδια Ρόλων Φυσικής Κλίμακας (Live Action Role Playing Games) και τα χρησιμοποιεί σε τέσσερις άξονες επαγγελματικής δραστηριότητας: Τουρισμός – Πολιτιστικές Βιομηχανίες – Gaming – Οικονομία της Γνώσης.

360°
Points of View



Έχοντας ως βασική ιδέα την παροχή υψηλού επιπέδου υπηρεσιών προβολής και διαφήμισης, μέσα από τη χρήση των τελευταίων τεχνολογικών εξελίξεων, η εταιρία προσφέρει 3D εικονικές περιηγήσεις πραγματικών χώρων στους κλάδους του πολιτισμού και του τουρισμού.

TheHappyAct



Ένα καινοτόμο κοινωνικό start-up που δημιουργεί λύσεις προσβασιμότητας σε πολιτιστικές και καθημερινές δραστηριότητες για άτομα στο φάσμα του αυτισμού. Δημιουργεί όλες τις κατάλληλες συνθήκες ώστε τα άτομα αυτά να απολαμβάνουν απροβλημάτιστα μια τον κινηματογράφο, το θέατρο ή μια επίσκεψη στο μουσείο.

ART in HOTEL



Μέσα από μια ψηφιακή πλατφόρμα, εναλλασσόμενες εκθέσεις τέχνης, εγχώρια και διεθνή δικτύωση και συμβουλευτικές υπηρεσίες και προϊόντα (ψηφιακά και μη), το ART in HOTEL συνδέει τα ξενοδοχεία με την τέχνη, δημιουργώντας ένα δίκτυο τουρισμού – πολιτισμού και πολιτιστικές εμπειρίες στους επισκέπτες.

Caravan
Creative Lab



Μία πλατφόρμα τέχνης και πολιτισμού με σκοπό την καλλιτεχνική διαμόρφωση χώρων, ένα караβάνι που μετακινείται από χώρο σε χώρο, στοχεύοντας στη μελέτη των διαφορετικών πολιτιστικών χαρακτηριστικών που παρουσιάζει ο καθένας και, μέσω της καλλιτεχνικής παρέμβασης, στην αξιοποίηση και την ανάδειξή τους.

MAST DESIGN



Μέσα από τη συνεργασία επιστημόνων ανθρωπιστικών σπουδών και designers, το MastDesign σχεδιάζει και παράγει προϊόντα, όπως αναμνηστικά είδη, και υπηρεσίες, όπως αυτά προκύπτουν από τη συμμετοχική, επιτόπια έρευνα εθνολογικών ομάδων.

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Part Education



Η Part Education παρέχει έναν εναλλακτικό, συνδυαστικό τρόπο εκμάθησης αγγλικών. Τα μαθήματα που προσφέρονται είναι διασκεδαστικά και εντάσσουν θέματα STEAM (επιστήμες, τεχνολογία, μηχανική, τέχνες και μαθηματικά), ενώ οι συμμετέχοντες ανακαλύπτουν, κάνουν ερωτήσεις, δημιουργούν.

Re Compulsive Behaviours



Η συλλογικότητα Re Compulsive Behaviours επιχειρεί τη διαμόρφωση ενός κόσμου όπου η καλλιτεχνική πρακτική θα συμπίπτει με την κοινωνικοπολιτική συμπεριφορά και οι τέχνες θα αποτελούν εργαλείο για την ενθάρρυνση αλλαγών, γι' αυτό και παρουσιάζει τη δουλειά της στο δημόσιο χώρο και σε σημεία ελεύθερα προσβάσιμα σε όλους.

AEGEE – Athina



Ιδρύθηκε το 1986 και δρα σαν τοπική ανεξάρτητη αντένα της AEGEE-Europe. Ο κλάδος δράσης του οργανισμού είναι η διοργάνωση ευρωπαϊκών προγραμμάτων με πολιτιστικό και εκπαιδευτικό αντίκτυπο.

Unspoiled Greece



Εταιρία σχεδιασμού εκδηλώσεων και tour, με εξειδίκευση στην δημιουργία εξατομικευμένων εμπειριών εμπνευσμένων από τον ελληνικό πολιτισμό: τη γεωργία, την υπαίθρια αναψυχή, τις παραδοσιακές τέχνες και τον ιστορικό πολιτισμό.

Place Me



Mobile εφαρμογή μέσω της οποίας brands και δημιουργοί από το χώρο του επίπλου, της διακόσμησης, του design και της αρχιτεκτονικής, μπορούν να προβάλλουν τα προϊόντα τους, χρησιμοποιώντας τεχνολογίες Augmented Reality, virtual walk throughs, 3D modelling και game mechanics.

Liminal Access



Η Liminal Access προσφέρει την ευκαιρία σε όλους, ανεξαρτήτως οποιουδήποτε φυσικού ή άλλου χαρακτηριστικού να έρθει σε επαφή με την σύγχρονη πολιτιστική δημιουργία. Παρέχει υπηρεσίες συμπεριληπτικής καλλιτεχνικής εκπαίδευσης, προσβασιμότητας και παραγωγής/διοργάνωσης πολιτιστικών εκδηλώσεων.

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the greek creative nest

The Greek Creative Nest, one of the 7 Creative Nests created in 6 countries as parts of the SMATH project, consists of 14 teams, 14 innovative ideas, start-ups and businesses active in the fields of Creative and Cultural Industries.

In a 3-month Business Accelerator program provided by INNOVATHENS powered by Samsung, these teams, artists, entrepreneurs and professionals evolve their ideas, interact, collaborate, exchange views, know-how and good practices, through workshops, seminars, working labs, study visits in cultural heritage sites, and together they design new projects, products and services.

Stay tuned for more!

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let's meet (some of) our amazing teams!

Script-up



A social network that gives scriptwriters from all over the world the opportunity to promote their scripts for films, series, theatrical plays, books and videogames in front of producers and the public.

Creators of Cosmos S.M.P.C.



The first Greek company that designs and produces scripts for Live Action Role Playing (LARP) Games and uses these scripts in four axes of business activities: Tourism – Creative Industries – Gaming – Knowledge Economy.

360° Points of View



Aiming to provide high-level services of promotion and advertising by using innovative technologies, 360° Points of View offers 3D virtual tours of physical spaces in tourism, arts and civilization.

TheHappyAct



An innovative social start-up focusing in finding solutions of accessibility to cultural and everyday activities for people on the autism spectrum. It creates all appropriate circumstances so that they enjoy easily going to the cinema, the theatre or visiting a museum.

ART in HOTEL



Through a digital platform, alternating arts exhibitions, Greek and international networking and counseling services and products (digital or not), ART in HOTEL has the vision to connect art with hotels by creating a network of tourism-civilization as well as cultural experiences for the visitors.

Caravan Creative Lab



An arts and culture platform that aims to artistically form spaces, a caravan that moves from place to place aiming to research the different cultural characteristics that each place presents and then upgrade them through artistic interventions.

MAST DESIGN



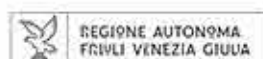
Collaborating with professionals from human studies and designers, Mast Design attempts to provide products, such as souvenirs, and services, as they will emerge from field participatory research of ethnological groups.

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Part Education



Part Education provides an alternative, immersive English education. Sessions are fun and engaging projects based on the STEAM subjects (science, technology, engineering, arts and maths), while participants investigate, ask questions and create.

Re Compulsive Behaviours



ReCompulsive Behaviours attempts to form a world where the artistic practice is in accordance with the sociopolitical behaviour and art becomes the tool that encourages practices pertaining to community and institutional changes. For this reason, their work is presented in public space and in locations freely accessible for everyone.

AEGEE – Athina



Was founded in 1986 and acts as an independent local antenna of AEGEE-Europe. The organization operates in organizing european programs with cultural and educational impact.

Unspoiled Greece



An events and tour planning company specializing in creating custom made experiences inspired by the Greek civilization, agriculture, outdoor recreation, traditional arts and the diachronic culture.

Place Me



A mobile app through which brands and creators belonging to furniture industry, decoration, design and architecture sectors can show their products by using technologies such as Augmented Reality, virtual walkthroughs, 3D modelling and game mechanics.

Liminal Access



Liminal Access creates an opportunity for everyone to be in touch with the contemporary cultural creation regardless any physical or any other kind characteristic. It provides services of inclusive art education, accessibility and production of cultural events.

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the Barcelona creative nest

The Barcelona Creative Nest, co-managed by Barcelona Activa and Barcelona Institute of Culture, consists of a series of local and transnational actions aimed at acquiring practical knowledge and supporting the professional development of emerging projects within the cultural and creative sector. The aim of the program is to generate synergies between participants throughout the process to define collaborative projects (hybrid projects) consisting of two or more artists, creative or cultural agents and businesses participating in the program, which will be accompanied by give rise to innovative cultural products and services, where the presence of new technologies plays a relevant role, and which are economically and socially sustainable.

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let's meet the projects!

The Dark Senses
Basetis



As a general rule, video games are designed for users to use three of the five senses: sight, hearing, and touch. The Dark Senses is an innovative and inclusive video game where the visual stimuli is eliminated, and in this way only hearing and touch can be used by the player.

Immersive Stories
Cucafera Games



Immersive Stories aims to create new points of connection between local and urban culture and gaming, creating a gamified tourist storytelling experience in the form of a physical passport and web application. This new experience needs to be sustainable, faithful to the spirit of responsible tourism, and involving the cultural agents of the community.

Opera Experience
Shivver & Apropera Association



Opera Experience offers the opportunity to observe Opera as never before, offering a new experience. We will deliver a 360° view and a variety of content, which will give us a totally immersive and different experience of opera.

Urban Playground
Z7 letters



Urban Playground is a project designed to generate bodily experiences applied to the communication and circulation of tourist routes in the city of Barcelona. Through glare physical messages strategically located in parts of the city, we can redirect tourist traffic and culture for a more inclusive city and more sustainable tourism.

More info:
barcelona.cat/barcelonaciencia/en/smath-programme

Learn more about SMATH [Ezra](#).
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the FVG creative nest

The FVG Creative Nest is an approach rather than a physical place! It's a toolbox of services developed for the enhancement and strengthening of CCI throughout a better understanding of the needs of the traditional entrepreneurial fabric of FVG Region. It was established considering the interactions between the cultural and creative sector and the traditional one, so to develop an eco-system that involves research and training centers, business incubators, cultural and creative actors. The FVG Creative NEST consists of 7 project ideas, belonging to the creative fields of visual arts and crafts, performing art, design, creative services, cultural heritage and fashion.

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let's meet the projects!

Arredo Sonoro



A project about Sound Design and Sound Furniture that aims to facilitate the harmony of spaces through sound, with the creation and installation of sound furnishing elements, with a functional and decorative vocation.



ArtMapp



It aims at developing an app that, through an interactive map, allows tourists to book a visit in the studio of a visual artist. Art enthusiasts can meet artists in their atelier, watch live the artworks and discover a new way of travelling, being protagonists of a unique experience.

Bolina Sail



A business idea that aims to achieve an organized productive chain for the recycle of used sails and processing waste coming from nautical companies, through the creation of fashion objects and eco-sustainable designs.

bolinasail.it

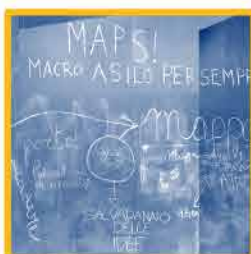


Ri-scoperte!



A project idea aiming at guarantying an appropriate promotion and enhancement of minor cultural assets, through the creation of a firm able to interface and build bridges with the owners of minor museums and archeological sites, by offering a set of additional services.

Mapparte PRO



A further professional implementation of the app and website of the multidevice platform Mapparte, that aims at providing a tool that, through the support of new technologies, can help to identify and find locations to be dedicated to creative activities.

mapparte.com



Zoprai



It aims at addressing identified issues related to the promotion of products and services, by offering assistance in the organization of activities such as events, installations and multi-sensorial experiences within the companies.

zoprai.com/branding-e-eventi

Jazz Hotel



Business idea that consists in the creation of a set of music related services, to be offered to few high standard hotels so to constitute for them an added value, expand and diversify their offer and therefore their clientele.

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the creative nest Pays d'Arles, France

The Creative Nest Pays d' Arles is piloted by the Culture and Heritage Cluster with the aim to impulse the emergence of a smart creative environment allowing CCI operators (startups, entrepreneurs, artists, economic, institutional, associative or cultural actors) to meet in order to bring out innovative projects. With the support of the public municipality ACCM, and local Chamber of Commerce and Industry, the Creative Nest Pays d' Arles promotes the vitality of the local territory through constructive dialogue, uniting the networks of local entrepreneurs with cultural and creative sectors. Through this approach, the Creative Nest Pays d' Arles demonstrates how the power of collective intelligence can reveal new synergies bringing meaning, values, and economic growth to a rural territory.



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LE BIS



Le BIS is an entirely ecological paper bag made of newspapers. Its model is based on the Circular economy that fosters recycling pre-existing raw materials – the newspapers and is designed in three forms, that are each distinctive and unique, from a utilitarian object to a fashion statement.

Mobiterre



Mobiterre is the culmination of the vision meetings of a craftsman & a designer. Born out of a desire to craft furniture with a low environmental impact, mobiterre is a collection of furniture made from raw earth, using innovative techniques applied in design and cultural heritage services.

@mobiterre

VestiMan the musical exoskeleton



VestiMan is a complex sound manipulation device created in the form of a musical costume acting as an exoskeleton. VestiMan is composed of recorders, microphones, musical instruments, sequencers, tablets, smartphone, allowing the musician to multiply and arrange sounds from several acoustic and / or electronic sources.

Manades 2.0 A digital platform preserving a unique heritage



Manades 2.0 is a digital platform dedicated to promoting and protecting the heritage of manades and offers services, such as creating specific tourist and mediation offers, production of multiplatform promotional supports, identification, inventory and centralization of complete and specific information relating to manades (database, promotional kits, touristic packages...).

Flam'note Connected jewelry



Flam'note is an intelligent jewel connected to a smartphone app which allows two correspondents to be in touch and interact through sending / receiving a love-message (out of famous quotes from authors) and to use the jewel to alert a loved one of an emergency situation (through pulsation functionalities).

labrseinnovation.com

FlamencA An all-female flamenco quartet



Musical group made up of four female artists of different nationalities, FlamencA mixes vocals, guitar, percussion, and DJ. The quartet will include a contemporary dancer from each country where the show will be performing, with the aim of creating musical collaborations between European artists and developing creative synergies.

flamencoenarries.com

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